**Brands Invited To Reach Their ‘Digital Nirvana’ At Sitecore Digital Trendspot 2013**

***Sitecore invites all UK marketers to a day of digital marketing inspiration***

**London** – **4th February 2013** – [Sitecore](http://siteco.re/SShWMv) UK has launched its third annual Sitecore Digital Trendspot event, designed to inspire client-side marketers with the huge opportunities that digital marketing offers to brands, and enable delegates to reach their ‘digital nirvana’. Sitecore is bringing respected digital visionary, Dietmar Dahmen, to London to host the event where he will be delivering a keynote presentation which examines the disruptive changes that marketers are dealing with and will help brands to map a path to their ‘digital nirvana’.

Sitecore Digital Trendspot will also feature presentations from six prominent brands, who have all achieved levels of ‘digital nirvana’, who will be sharing their insights ranging from **wagamama**, **Oxfam** and **Betfred.com** through to **easyJet**, **Lewis Silkin** and **OPP**.

Trendspot host, Dietmar, will also be hosting two workshop sessions examining the ultimate outcome of ‘digital nirvana’; happy, lifetime customers. During both sessions, Dietmar will be joined by a panel of noted industry experts to examine the definition of a ‘lifetime customer’, and how to attract, keep and motivate your lifetime customer base.

**Shawn Cabral, marketing director, Sitecore UK commented:**

“With most marketers having an incredibly busy schedule, it is easy to become fatigued with the number of events there are out there; however, Sitecore Digital Trendspot is different. This year’s event is our most ambitious yet and has been designed to give recognition to the huge pressures that marketers are currently under. We will be showcasing impressive examples of digital marketing achievements through six great brands, inspiring marketers with an insightful showcase and providing practical advice on the topic of lifetime customers, something which is vital for any brand.”

**Dietmar Dahmen, host of Sitecore Digital Trendspot 2013, comments:** “I am very excited to be key-note speaker at Sitecore Digital Trendspot, where I will be sharing my insights on the four digital truths which can help guide brands to ‘digital nirvana’. I’m sure marketers will find enlightenment at the event, as well as some practical tips which they can execute in their own digital strategies.”

Sitecore Digital Trendspot 2013 will be staged at the iconic Emirates Stadium, home to Arsenal Football Club, on Wednesday 27th March. For more details on the event, please click [here](http://www.sitecore.net/Events/TrendspotUK2013/Home.aspx?sc_camp=614E0E749E654D8D8F14D46C7DA65755).

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**About Sitecore:**

[Sitecore](http://siteco.re/SShWMv) is a global software company that creates products to deliver the most relevant experience and content to customers at any moment of interaction and via any communications channel – the web, email, mobile, social and offline. Our customer experience management platform combines proven web content management with customer intelligence to create a single view of a customer that drives meaningful interactions, increases conversions and builds lifetime customers. Brands, including ASOS, British Red Cross, Brother, Cadbury, DVLA, Dyson, easyJet, E.ON, The FA, Heineken, Kia Motors, Lloyds of London, Manchester United FC, Oxfam, Play.com, Virgin Active and Visa Europe rely on Sitecore to get and keep loyal customers who engage more and drive revenue growth.